PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Sue Norris DATE: February 7, 1995

FROM: Marian Wood

SUBJECT: DAVE'S FOCUS GROUPS - SEATTLE, 3/15-16

Dave's focus groups have been tentatively scheduled for March 15th and 16th in Seattle. These groups will be conducted among Trier Acceptors and Trier Rejecters in order to gauge reactions to the product and expose consumers to new creative.

Please confirm your availability on these dates. If you are unavailable on 3/15-16, provide me with some alternative dates.

Once the dates are confirmed, I will provide you with more detailed information (i.e. facility location, interview schedule) as it becomes available.

Marian

cc: D. Beran
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Source: https://www.industrydocuments.ucsf.edu/docs/yhxj0004